

Rep Order# 9824214 Ver# 3 Status Revised

Traffic Order# 576590

Printed: 09/24/2012 12:25 PM
Last Received: 09/24/2012 11:36 AM
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT CD-4/RNC
Estimate# 919925
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LVRN/ORDR/919925
Flight Dates 09/21/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

PLEASE NOTE CHANGE IN ADVERTISER- LOVE FOR UTCD-4/RNC COORDINATED FUNDS WITH THE RNC *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

ADD TO SKED LNS 9-12- TTL=\$11,175

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*9	M-TH	9P-1005P	NEWS	:30	\$1,500.00	09/24-09/27	2	1	2	\$3,000.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*10	M-TH	5P-530P	NEWS	:30	\$400.00	09/24-09/27	2	1	2	\$800.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*11	M-TH	530P-6P	NEWS	:30	\$400.00	09/24-09/27	2	1	2	\$800.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*12	M-TH	10P-1030P	SEINFELD	:30	\$500.00	09/24-09/27	2	1	2	\$1,000.00	
		Sales Remark: V3 ADD										
		V3 Added										

---REPORT TOTALS---

Report Totals: 8 / \$5,600.00

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---SALES MONTHLY TOTALS---

Sep 12: 20 / \$11,775.00
Sales Totals: 20 / \$11,775.00
Station Totals: 20 / \$11,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$73,778

CABL	0%	KDLU	0%	KJZZ	2%	KSL	23%	KSTU	15%
KTVX	16%	KUCW	0%	KUTV	41%	UNKB	0%	UNKN	0%

---COMPETITIVE COMMENTS---

SHARES REVISED

Books null
Demos RA35+

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--- REMARKS ---

LN 7 FOR NA- MG LN 13

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*7	SA	9P-10P	NEWS	:30	\$800.00	09/22-09/22	0	0	0	\$0.00	
	[MADE-GOOD BY LINE(S) 13]											
	V5 Effective Dates Changed											
	*13	TH	9P-1005P	NEWS	:30	\$800.00	09/27-09/27	1	1	1	\$800.00	
	[MKSD FOR SPOTS MISSED ON LN #7: 9/22(1/WK)]											
	V5 Added											

---REPORT TOTALS---

Report Totals: 1 / \$800.00

---SALES MONTHLY TOTALS---

Sep 12: 20 / \$11,775.00
Sales Totals: 20 / \$11,775.00
Station Totals: 20 / \$11,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$73,778
CABL 0% KDLJ 0% KJZZ 2% KSL 23% KSTU 15%
KTUX 16% KUCW 0% KUTV 41% UNKB 0% UNKN 0%

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Demos RA35+